

**Section I (Amendments to the Claims)**

Please amend claims 1, 9, 10, 12 and 22, and add new claims 28-30 as set out in the following listing of claims 1-30 of the application.

1. (Currently amended) A system for establishing a connection between a contact requester and a plurality of communications centers comprising:  
a message receiver for accepting a message and a contact number sent from a mobile station;  
a parser for parsing the message and identifying one or more identifiers in the message, including a destination identifier; and  
a connector which uses the destination identifier and the contact number to first attempt to automatically establish a first telephonic connection between the connector and a requested one of the plurality of communications centers and subsequently establish a second telephonic connection between the connector and the contact requester, thus establishing a complete connection between the contact requester and the requested one of the plurality of communication centers, wherein at least one of the establishment of the first telephonic connection and/or and the establishment of the second telephonic connection between the connector and the contact requester is repeatable until the complete connection is established.
2. (Previously presented) The system according to claim 1, further comprising:  
a look-up table having a list of communications centers and a correlated list of destination identifiers, whereby the connector uses the look-up table to establish the requested one of the plurality of communications centers from the destination identifier.
3. (Previously presented) The system according to claim 1, further comprising:  
a request querer for queueing in a queue requests to establish the connection between the contact requester and the requested ones of the plurality of communications centers.
4. (Cancelled)

5. (Previously presented) The system according to claim 1, wherein the connector establishes a telephone connection between the contact requester and a staff member at the requested one of the plurality of communications centers.
6. (Previously presented) The system according to claim 1, wherein the connector passes to the requested one of the plurality of communications centers at least one of the one or more identifiers.
7. (Previously presented) The system according to claim 1, wherein the connector passes to the requested one of the plurality of communications centers at least the contact number.
8. (Previously presented) The system according to claim 1, wherein the message is in either a text format, an audio format or an image format.
9. (Currently amended) The system according to claim [[4]] 1, further including at least one timer for timing the length of time required to establish the communications center connection.
10. (Currently amended) The system according to claim [[4]] 1, wherein the request queuer places the request at the bottom of the queue if a contact requester connection between the connector and the contact requester cannot be established.
11. (Previously presented) The system according to claim 3 further including a list of staff members at the plurality of communications centers to whom the requests may currently be sent.
12. (Currently amended) A communications center comprising:
  - a message receiver for accepting a message and a contact number;
  - a parser for parsing the message and identifying one or more identifiers in the message, including a destination identifier;
  - a connector which uses the destination identifier and the contact number to establish a communications center connection between the communications center and the contact requester, wherein the connector uses the destination identifier and the contact number to first attempt to automatically establish a first telephonic connection between the connector and the

communications center and subsequently establish a second telephonic connection between the connector and the contact requester, thus establishing a complete connection between the contact requester and the communication center, wherein at least one of the establishment of the first telephonic connection and/or and the establishment of the second telephonic connection between the connector and the contact requester is repeatable until the complete connection is established; a plurality of work stations for use by staff members; and  
a connection acceptor for accepting a communications center connection and for passing the request to one of the plurality of work stations.

13. (Previously presented) The communications center of claim 12, further comprising a customer relationship manager accessible by the staff members.

14. (Previously presented) The communications center of claim 13, wherein the connection acceptor further receives the contact number of the contact requester and accesses data in the customer relationship manager by means of the contact number.

15. (Previously presented) The communications center of claim 12, further including an on-line indicator to indicate which one of the plurality of work stations are in use.

16. (Previously presented) The communications center of claim 12, further including an IVR system to enable the staff member to indicate that the work station is in use.

17. (Previously presented) A method of requesting the establishment of a connection between a contact requester and a communications center comprising:

a step of sending from a mobile station to a central unit a message and a contact number, the message having one or more identifiers, including a destination identifier, the destination identifier establishing the identity of one of the plurality of communications centers;  
a first step of parsing the message at the central unit to determine the destination identifier;  
a second step of calling the requested one of the plurality of communication centers;  
a third step of subsequently automatically calling the contact requester and thus establishing automatically the connection between the contact requester and the requested one of the plurality

of communications centers, whereby the second step and third step are repeatable until the connection is established.

18. (Previously presented) The method according to claim 17, further including the step of passing the contact numbers to the requested one of the plurality of communications centers.

19. (Previously presented) The method according to claim 17, further including the step of passing further ones of the one or more identifiers to the requested one of the plurality of communications centers.

20. (Previously presented) The method according to claim 17, further comprising the step of rescheduling the time for establishing a connection in the event that the connection is not established within a first time frame.

21. (Previously presented) The method according to claim 17, further comprising the step of cancelling a request for connection if the connection is not established within a second time frame.

22. (Currently amended) A communications device for sending a message to a system for establishing a connection between a contact requester and a plurality of communications centers comprising:

a message receiver for accepting a message and a contact number sent from a mobile station;  
a parser for parsing the message and identifying one or more identifiers in the message, including a destination identifier;

a connector which uses the destination identifier and the contact number to first attempt to automatically establish a first telephonic connection between the connector and a requested one of the plurality of communications centers and subsequently establish a second telephonic connection between the connector and the contact requester, thus establishing a complete connection between the contact requester and the requested one of the plurality of communication centers, wherein at least one of the establishment of the first telephonic connection and/or and the establishment of the second telephonic connection between the connector and the contact requester is repeatable until the complete connection is established;

the communications device comprising:  
a display device for displaying a graphical user interface;  
a first memory for storing a plurality of icons for display on said graphical user interface; and  
a second memory for storing a plurality of destination numbers associated with one or more of the plurality of icons.

23. (Previously presented) The communications device of claim 22 further comprising  
a third memory for storing a plurality of reference numbers associated with one or more of the plurality of destination numbers.

24. (Previously presented) The communications device of claim 22 further comprising a update receiver for receiving at least one of the plurality of icons, the plurality of destination numbers and/or the plurality of reference numbers.

25. (Previously presented) The communications device of claim 22 further comprising selection means for selecting one of the plurality of icons and thereby sending to the system a message.

26. (Previously presented) The communications device of claim 22, wherein the second memory stores at least one single destination number for establishing contact with the plurality of communications centers.

27. (Previously presented) The communications device of claim 22, wherein the second memory stores at least a stored number allowing establishment contact with a subscriber through the system.

28. (New) The system according to claim 1, wherein the system is adapted to send an SMS status report when the system is unable to establish the complete connection.

29. (New) The system according to claim 1, wherein the connector is adapted to establish a telephone connection between the contact requester and an available agent by utilizing an indicator.

30. (New) The system according to claim 1, wherein a message parser is adapted to interpret the message in a natural language.